

# LAB ESPRESSO MACHINE

## THE “LEM”



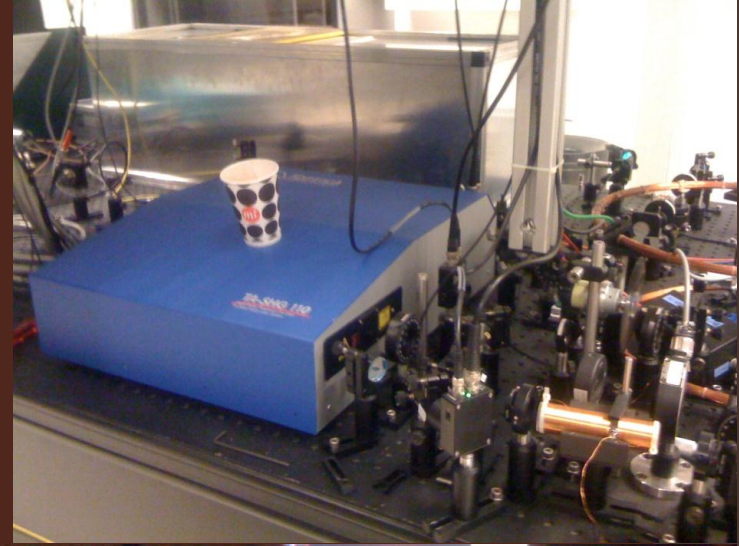
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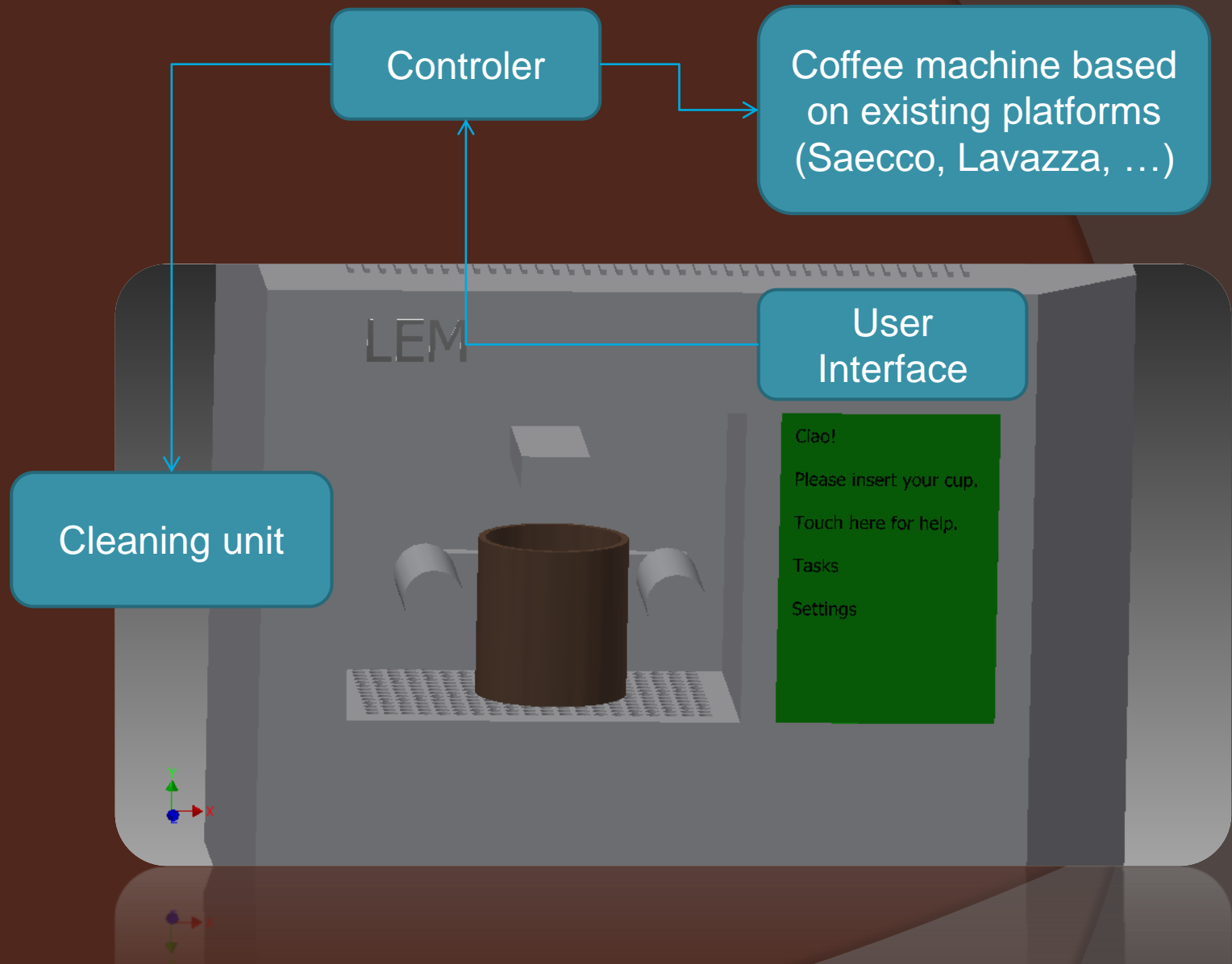
# The Need for LEM's

- ⦿ Physicists work better on espresso
- ⦿ Laboratories can not be dirty
- ⦿ Avoiding lab disasters
- ⦿ General need
  
- ⦿ Toptica the ideal partner with good R&D and physicists customer base



# The LEM



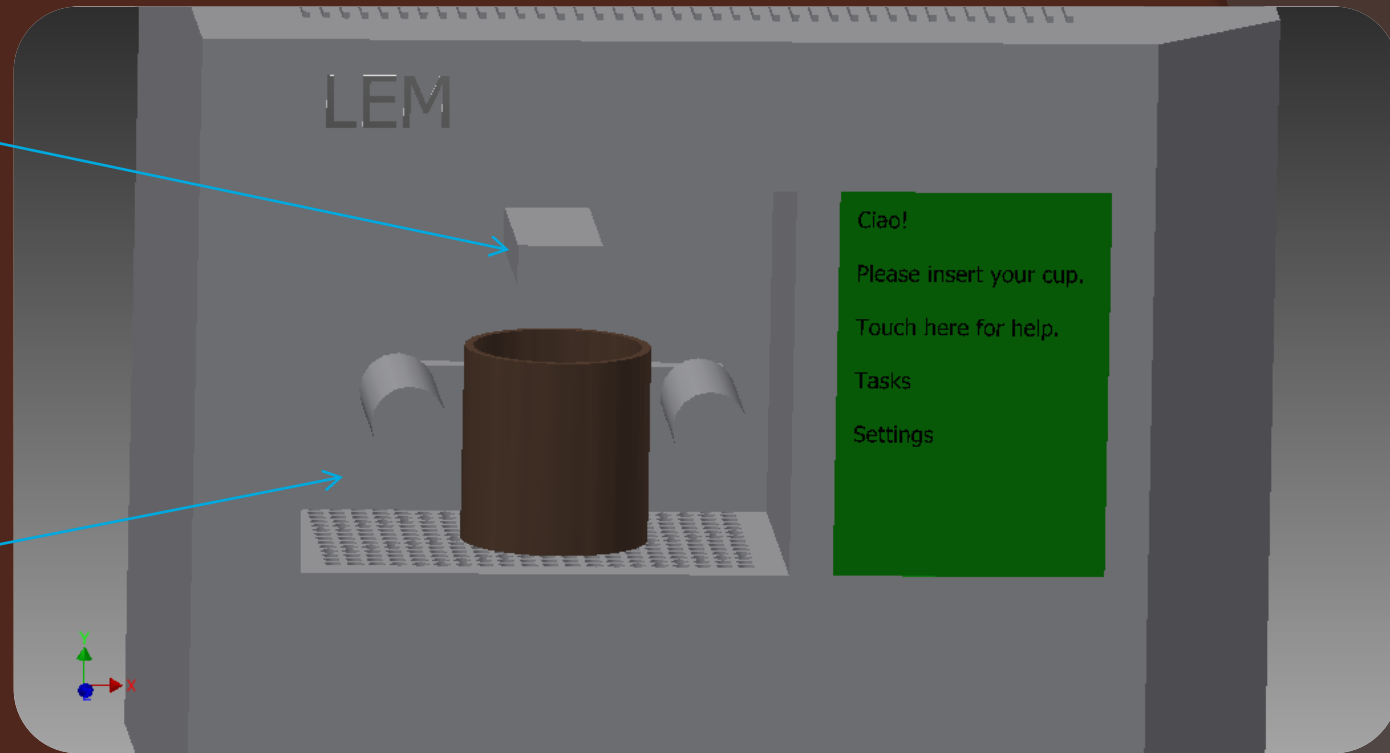


# The LEM

Cleaning unit

Hot water with high pressure will clean cup from germs and chemicals from the lab.

The front will be closed during the cleaning process.

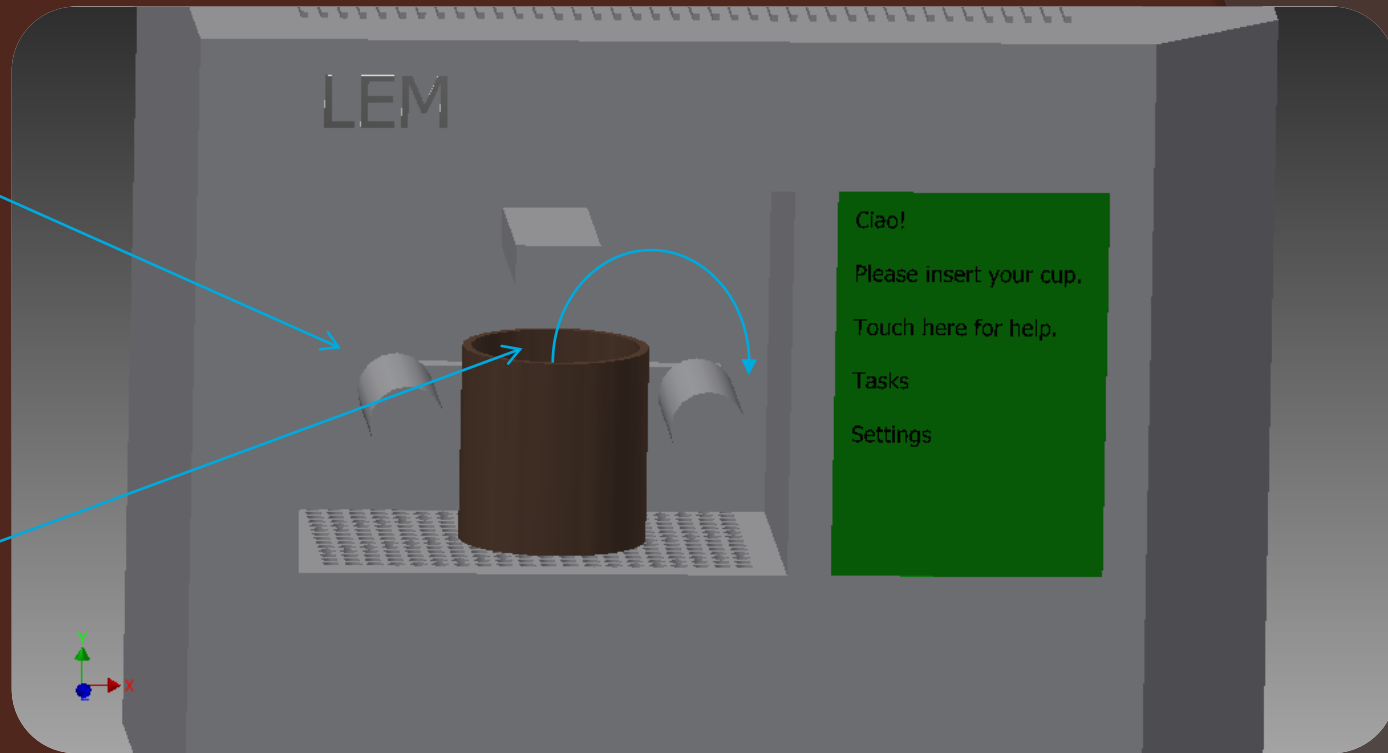


# The LEM

Cleaning unit

Cup is held from the sides.

Cup holder turns around to empty the cup.



# The LEM

Cleaning unit

Cleaning compartment is rinsed and stays clean at all times.





# Business Proposition

## ⦿ Business Plan

- 3 engineers 1 year Research and Development : 36MM
- Material costs 30k€ to develop several prototypes
- Total costs 630 k€
- Sell LEM to a coffee multinational for > 1000 k€

## ⦿ Deliverables

- Proof of principle in 3 months
- First prototypes in 6 months
- First contact with multinationals 9 months
- Sell LEM after 12 months

## ⦿ Risks

- Inexperience with marketing

# Impact and Summary

- ◎ LEM's global benefits
  - No more dirty cups all around the world
  - No more paper cups
  - More healthy offices, laboratories and kitchens at work
  - Easy & automatic healthy coffee for all users
  - Class 4: new product, new market
  
- ◎ For the physics community
  - Coffee close to your workplace / lab
  - Less leaks, shortcuts and risks
  - Better research all over the world

LEM

Ciao!  
Please insert your cup.  
Touch here for help.

Tasks

Settings

